AnalyticsIQ and FourthWall Media® Partner to Launch Hundreds of Unique Audience Segments for TV and Digital Targeting

Two innovative data leaders blend rich consumer insights, household level matching and TV viewership to help marketers reach spenders across multiple platforms

ATLANTA, GA, USA, September 27, 2018 /EINPresswire.com/ -- AnalyticsIQ, a leader in predictive consumer marketing data, and FourthWall Media®, the largest independent source of cable set-top box viewing and analytics data, announce today the launch of over 400 new audience segments. Available via FourthWall's Reveal analytics platform and multiple DMPs, the segments blend predictive consumer behavior such as category specific spending levels, propensities, and impulse and loyalty behavior with TV advertising, program and network viewing behavior.

Over 400 audience segments created using consumer spend insights and TV viewership data is now available across all major DMPs.

These unique segments are matched at a household level using a method to protect consumers' personally identifiable information and will allow for such capabilities as ad exposure insights, program and networks indices, digital retargeting of TV viewership and optimized digital and television advertising campaigns.

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> *Tim Peters, CEO of FourthWall Media*

"Our census-level set-top box viewing data provides marketers and programmers with unparalleled insights into what viewers are watching on a second by second basis," says Tim Peters, CEO of FourthWall Media. "By partnering with AnalyticsIQ, we're taking this valuable information to a new level. Now marketers and programmers will have the ability to focus their targeting efforts on very specific consumer behaviors, far beyond standard age and gender, and even beyond most advanced demographic targets," adds Peters.

Today, U.S. advertisers spend over $70 billion annually on television advertising. With such a large investment occurring, these new segments offer advertisers the ability to extend their reach to valuable audiences across digital channels. And for those advertisers without a TV advertising footprint, these data-driven segments open the door for them to reach relevant audiences based on their TV viewing behavior, including the type of TV content they enjoy and the ads they have seen.

"We're excited to partner with FourthWall Media because we believe these new audiences have the power to help advertisers launch effective cross-channel campaigns," states Anna Brantley, Chief Revenue Officer at AnalyticsIQ. "It can extend the effectiveness of TV and digital campaigns marketers are already investing in. And for those advertisers without a TV budget, they still have the opportunity to reach active spenders across a variety of categories who also enjoy particular types of content," adds Brantley.

The new audience segments blend AnalyticsIQ's predictive spending data across categories including apparel, auto, home furnishings, personal care products, and travel, spending behaviors such as impulse buying and brand loyalty, with FourthWall's second by second viewing data and household matching capabilities. This combined data allows marketers to determine which ads, programs and networks each of these targeted groups view on a second by second basis.

For more information on the 400+ audiences, advertisers and agencies can connect with AnalyticsIQ or FourthWall Media directly to learn more.

About Analytics IQ
AnalyticsIQ is a leading predictive analytics and consumer marketing data innovator. We are the first data company to consistently blend cognitive psychology with sophisticated data science to help marketers understand how and why consumers make decisions. Our accurate and comprehensive PeopleCore consumer marketing database provides unrivaled insights to advertisers, agencies and technology providers. Our data helps brands fuel personalized experiences across channels including direct mail, email, online, mobile and TV. Headquartered in Atlanta, Georgia and recognized as one of Georgia's Top 10 Most Innovative Technology Companies (2018), AnalyticsIQ's team of data analysts, scientists, and cognitive psychologists have over 100 years of collective analytical experience and expertise. For more information, visit www.analytics-iq.com and follow us on Twitter @AnalyticsIQ.

About FourthWall Media
FourthWall Media® is the largest independent source of second-by-second cable viewing and diagnostic data. Its' MassiveData® DMP and Reveal™ Analytics Platform combine to collect and deliver census-level second-by-second viewing and diagnostics data that enables actionable messaging, measurement, and analytics for operators, programmers, agencies, advertisers, researchers, and analytics firms. Unlike traditional measurement companies, FourthWall Media works closely with cable operators by providing its MassiveData® DMP technology and services that collect and process ultra-precise TV viewing and diagnostic data. FourthWall Media is headquartered in Dulles, VA and can be found online at www.fourthwallmedia.tv.

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